

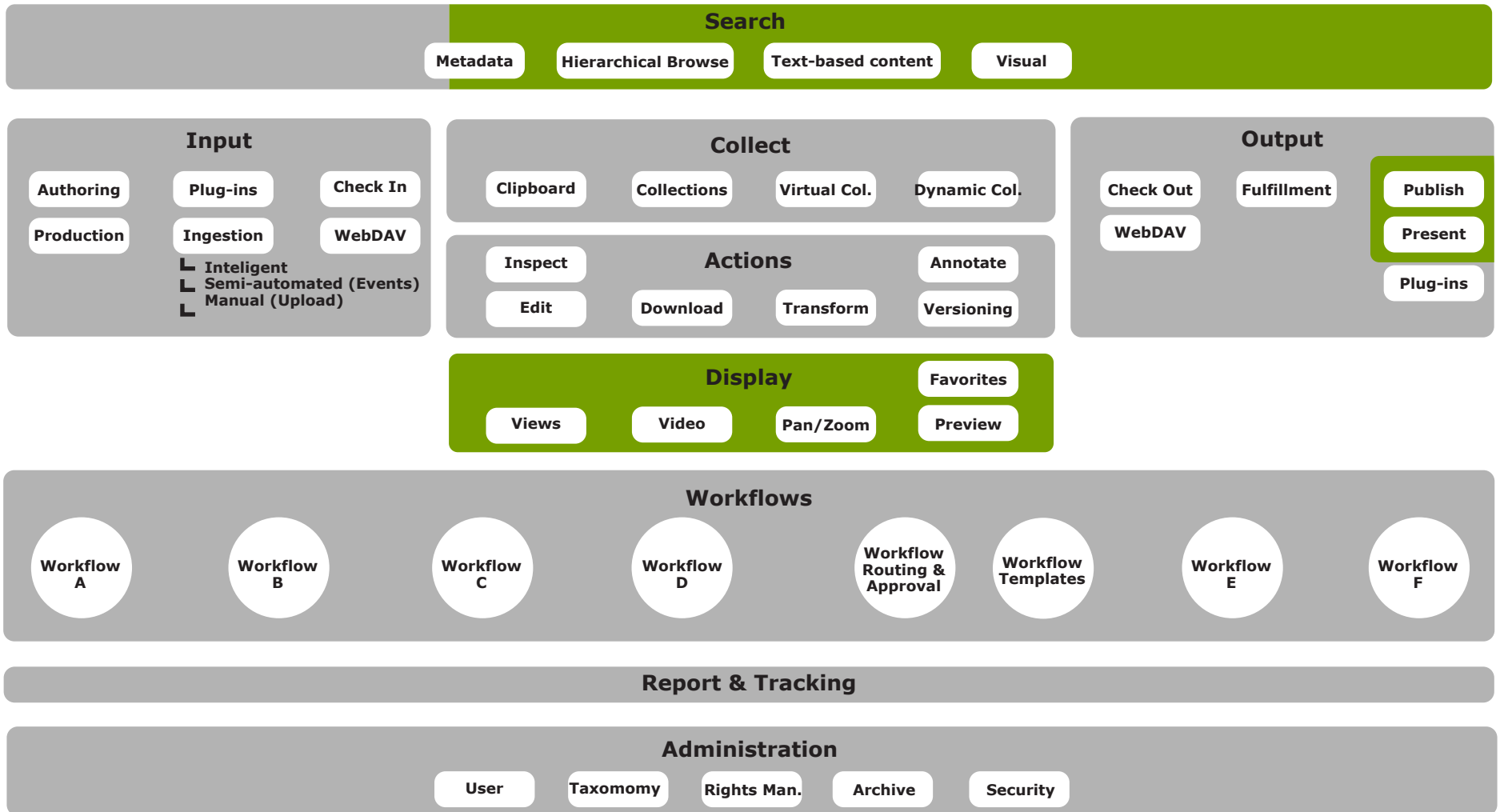
# Consumers of Media Assets

=83.7%

Individual, workgroup, or organization that earns nothing from their use or production of media but uses media to influence buying and selling, and/or sources of supply to fulfill self-service satisfactions.\*

All other Employees (internal)  
Contractors (internal/external)  
Customers & Prospects  
Shareholders

**WEBWARE**  
Dynamic  
Access



\* Source: Charles E. Caldwell, Vice President, GISTICS, Founder, NextQuarter LLC